ATTACHMENT 2

[0013] An exemplary wireless communication unit 106, in accordance with the present invention, is further illustrated in FIG. 2. In particular, the wireless communication unit 106 comprises a control function 202 coupled to a wireless transceiver 204 and a user interface 206. Preferably, the control function comprises a processor 210 (such as a microprocessor, microcontroller, digital signal processor and the like, or combination of such devices) operatively coupled to a memory 212 (such as volatile or non-volatile storage devices or combinations thereof, including, but not limited to random access memory, read-only memory and the like). Suitable software routines and processes used to control operation of the wireless communication unit 106 are stored in the memory 212 and executed by the processor 210. Furthermore, the control function 202 additionally comprises any interface circuitry or firmware needed to support the control options and to provide communications between the control function 202 and the transceiver 204 and the user interface 206. The transceiver 204 supports wireless communications and includes the capability to modulate and demodulate a wireless carrier, as known in the art. In the context of FIG. 1, the wireless transceiver 204 supports the electromagnetic communication link between the wireless communication unit 106 ~~102~~ and the wireless network 108.

ATTACHMENT 3

[0015] The communication unit 106, in a preferred embodiment, communicates not only with the wireless network but also with a transceiver 120 coupled to a redemption device 122 associated with a merchant (advertiser) 124. Other merchants, for example merchants 126 and 128, may or may not provide the opportunity for the on-site redemption of coupons. Each merchant, however, as an advertiser providing advertising substance for the ISP 112, is coupled to the service provider 112 via the network 110, in the preferred embodiment. Such advertisers provide revenue to the service provider in return for the placement of advertising in conspicuous locations within content requested by the user. See, for example, US Patent Application No. 09/738,199, "Method and Apparatus to Maximize Advertising Revenue", filed on behalf of Daniel C. Castle et al. on December 15, 2000. In a preferred embodiment, the ISP 112 is linked to the coupon or discount delivery provider 130 via a communications path that allows the transfer of traffic and control data between the ISP 112 and the coupon or service provider 130, either by a dedicated interconnection, as illustrated, or via the network 110 (connection not shown). Short-range wireless technology, offering reliable communications over a distance of meters or tens of meters, is preferred to couple the communications unit 106 to a register or redemption device 122. Because of the standardization, IEEE 802.15 ~~802.11B~~ ("Bluetooth") RF transmission and reception is a preferred implementation of short-range technology, but the invention need not be so limited; infrared and other short-range electromagnetic coupling may alternatively be used. In any event, an electromagnetic transceiver 214 is disposed within the communication unit 106 to provide coupling between the processor 210 and other circuitry of the communication unit 106 and the transceiver 120 and redemption device 122 of the coupon-redeeming merchant 124. Of course, active repurposing of a single transceiver within the communications unit may be accomplished to reduce the size and power consumption of the communications unit.